



LEVERAGE

7 Social Media Tactics to Successfully Market your Business.

Presented By: S. Lynn Cooper



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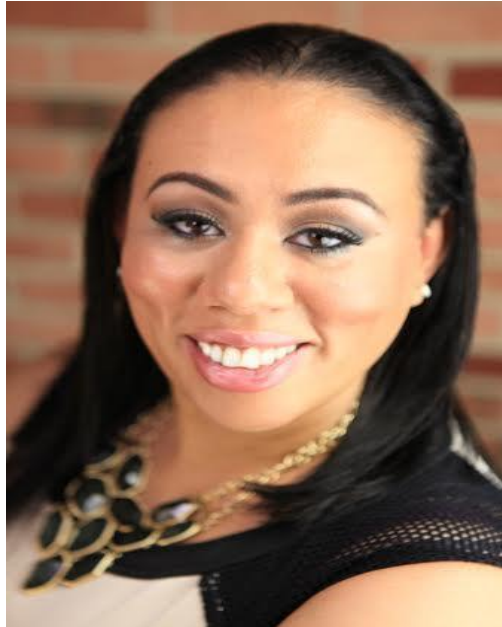
ASK YOURSELF.....

Are you profitably leveraging the latest social media marketing trends for your business?

SILENCE IS NO LONGER AN OPTION!

S. Lynn Cooper

Strategist | Speaker | Educator | Digital Instigator



Increased brand awareness

68%

Recruitment purposes

59%

Chance to become a recognised thought leader in the market

56%

Easier and freer relationship building with journalists and the media

55%

It's the cheapest form of marketing

46%

Lead generation

39%

Keeping tabs on the competition

38%

For collecting customer feedback

34%

To stay ahead of the competition

28%

Other

11%

There are NO advantages

5%

**Overview of the
advantages for
defense contractors
using social media**

MAINSTREAM



PINTEREST

SOCIAL SITE
THAT IS ALL ABOUT
DISCOVERY

LARGEST
OPPORTUNITIES



USERS ARE:

♂ **32% MALE**
♀ **68% FEMALE**

70
MILLION
ACTIVE USERS



TWITTER

MICRO BLOGGING
SOCIAL SITE
THAT LIMITS EACH
POST TO **140**
CHARACTERS

LARGEST
PENETRATION



BUT SPREADING
SLOWLY AND STEADILY

5,700 TWEETS
HAPPEN
EVERY
SECOND

560
MILLION
ACTIVE USERS



FACEBOOK

SOCIAL SHARING
SITE THAT HAS
1 BILLION
USERS WORLDWIDE

LARGEST
OPPORTUNITIES



COMMUNICATING WITH
CONSUMERS
IN A NON-OBTRUSIVE WAY

USERS
SHARE
2.5 BILLION
PIECES OF CONTENT EACH DAY

1
BILLION
ACTIVE USERS



INSTAGRAM

SOCIAL SHARING
SITE ALL AROUND
PICTURES
AND NOW **15 SECOND**
VIDEOS

MANY BRANDS
ARE PARTICIPATING
THROUGH THE USE OF

HASHTAGS

AND POSTING
PICTURES
CONSUMERS
CAN RELATE TO

MOST FOLLOWED
BRAND IS



150
MILLION
ACTIVE USERS



GOOGLE+

SOCIAL NETWORK
BUILT BY GOOGLE
THAT ALLOWS FOR
BRANDS
AND **USERS**
TO BUILD CIRCLES

NOT AS MANY
BRANDS
ACTIVE.
BUT THE ONES THAT ARE
TEND TO BE A
GOOD FIT WITH A
GREAT FOLLOWING

GROWING RAPIDLY
WITH **925,000**

NEW USERS
EVERY DAY

400
MILLION
ACTIVE USERS



LINKEDIN

**BUSINESS
ORIENTED**
SOCIAL NETWORKING SITE


BRANDS THAT ARE
PARTICIPATING
ARE CORPORATE
BRANDS
GIVING POTENTIAL AND
CURRENT ASSOCIATES
A PLACE TO NETWORK
& **CONNECT**



79% OF USERS
ARE 35
OR OLDER

240
MILLION
ACTIVE USERS

Government Focused Networks

SEARCH LOGIN JOIN ENTERPRISE SOLUTIONS ABOUT BRAND TBD HELP

Opportunities
teams & subcontracts

Staffing
positions & resources

Assets
buy, sell & trade

Networking
companies & people

Community
blogs, forums & more

My Brand TBD
profiles, posts & inbox

a place for businesses and professionals to

GROW, MANAGE and CONNECT

[JOIN TODAY - IT'S FREE!](#) [LEARN MORE](#)

GROW YOUR BUSINESS
Find and offer business opportunities, assets, personnel resources, and more

MANAGE YOUR ENTERPRISE
Manage your contacts, suppliers and business development efforts

CONNECT WITH PROFESSIONALS
Build your personal brand, secure more work, and collaborate with others

Our short introductory video shows why companies such as Lockheed Martin use Brand TBD watch now

Opportunities

Staffing

Community

Subcontracting

Teaming

LMB005 Curriculum Development

LMB001 Manufacturing

J2EE Developer Subcontractor J2EE Developer Subcontractor

LMB004 Industrial Supplies / MRO Lorem Ipsum Sit Amet

LMB002 Medical systems

J2EE Developer Subcontractor

LMB004 Industrial Supplies / MRO

Positions

Available Resources

Database Analyst/Administrator

Watch Officer

Database Administrator

Database Analyst, Principal

Technical Writer, Senior

Technical Writer, Senior

Cyber Research Analyst

Key Topics

Recent Posts

Business Transformation

CMMI

Contract Management

Entrepreneur Center

EVMS

Executive

LMB0004 Industrial Supplies / MRO

VIEW ALL SEARCH POST AN OPPORTUNITY

VIEW ALL SEARCH POST A POSITION

VIEW ALL SEARCH POST KNOWLEDGE

REGISTER | ABOUT MYSB | TERMS OF USE | PRIVACY POLICY | CONTACT US | SITE MAP

OPPORTUNITIES | STAFFING | ASSETS | NETWORKING | COMMUNITY | MY BRAND TBD

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- * good gov't organization
- * gov't consultants/contractors

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Groups

Net Neutrality
2 members

Forfeiture Enforcement

Highlights

Member of Week



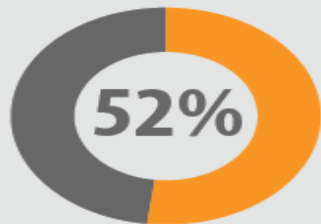
Project of The Week



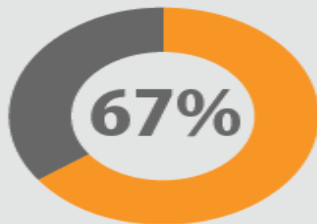
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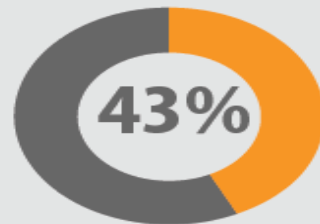
A strong, consistent brand, built up over time, is the best guarantee of future earnings.



52% of all marketers have found a customer via **Facebook** in 2013.



B2B companies that blog generate **67% more leads** than those that don't.



43% of all marketers found a customer via **LinkedIn**.

55%

In 2013, 55% of marketers worldwide increased digital marketing budgets.



Customer testimonials have the highest effectiveness rating for content marketing at **89%**.



Videos on landing pages increase conversions by **86%**.



65% of your audience are visual learners.



Inbound marketing delivers **54% more leads** than traditional outbound marketing.

60,000

Visual data is processed 60,000 times faster by the brain than text.



Embrace Your Power

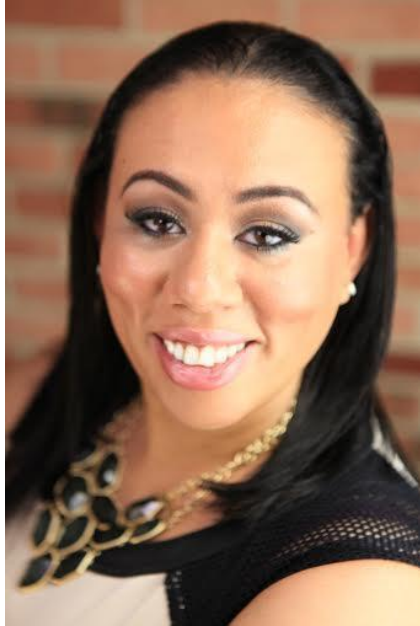
In order to harness the power of social media you need to incorporate a deliberate mixture of:

- Listening to your audience
- Sharing your relevant message
- Enabling others to share your relevant message

And what do you share, and hope that others will? Content.

There is no such thing as effective social media marketing without content

Would you like to keep in touch?



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